

'the only conference for B2B research'

BOOK  
BEFORE 24<sup>TH</sup>  
FEBRUARY  
AND  
SAVE 10%

## Simply Better: no silver bullets, only B2B insights

### Participating companies include:

Accent • Arco • AURA • B2B International • Brass • Brunswick Research • Cross-Tab Marketing Services • Decode Marketing • DVL Smith • E-Tabs • GfK NOP • Hasson Associates • ICM Research • Illuminas • Jigsaw Research Ltd • Keen As Mustard Marketing • London Business School • Microsoft • Nuance Research Ltd • Analytica • Opinion Leader • Research Now • Promise • Perspective Research Services • Quadrangle • Vision Critical • YouGov

*"I wish all conferences were this good!"*  
Mark Earls



### Sponsors:

Accent

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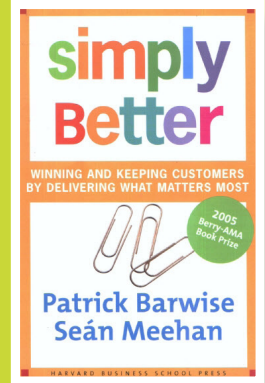
Illuminas

research  
now™

## Don't miss out – book early for BIG

10% discount on full attendance if booking and payment received by 24 February 2012.

In addition, the first 50 full attendees will each receive a copy of Professor Barwise's award-winning book – *Simply Better: winning and keeping customers by delivering what matters most*. The book, co-authored with Seán Meehan (IMD), won the American Marketing Association's 2005 Berry-AMA Prize.



# Welcome to BIG Conference 2012

This is the leading event in the business research calendar. The focus this year is on business-critical issues, and research that really makes a difference. So we've put together a diverse two days that brings together wise owls as well as newcomers, research specialists as well as those from other disciplines, and the AURA-sponsored client debate, which proved to be such a hit in 2011.

### Highlights of the programme are:

- Focus on the changing face of business
- An updated perspective of the impact of social media, gamification and other new technologies on B2B research from the 'Millennials'
- **Three training workshops on Wednesday afternoon**
- Two stimulating and provocative keynote speakers
- Coverage of the key BIG issues - globalisation, big data, neuroscience, behavioural economics



**John Gambles**, chairman and co-founder of Quadrangle, is the opening keynote speaker. John takes a look back over the last 25 years in the research industry and questions whether the changes that have taken place represent progress or not. He will argue that the industry needs to raise its game and embrace real change in order to capitalise on the research opportunities that lie ahead.

The closing keynote speaker is **Professor Patrick Barwise**, London Business School. One of the UK's leading marketing specialists, Patrick delighted the audience in 2011 with a mix of erudite theory and enlightening case studies on how to achieve long term organic profit growth through customer focus and innovation. He returns to talk about his award-winning book 'Simply Better'.



### WHY YOU MUST ATTEND

- Engaging speakers with insightful perspectives
- AURA and client focus
- Excellent value for money
- Great networking opportunities

Take time out of the office to re-engage with the real world and find inspiration for driving your business forward. The conference is known for its quality content, unique B2B focus and is a great place to make connections and new friends.

## Wednesday 25 April

- 11.00 Golf tournament tee off  
13.15 – 14.15 Registration

### 14.15-15.15 **The Millennials return** **Chair: Ray Poynter**

An updated perspective from younger researchers on how social media, gamification and other new technologies are having an impact on B2B

**Betty Adamou, Rosy Goodrick, Becki Harrison**

- 15.15-15.30 Tea  
15.30-17.00 **Workshops**

**Lucy Davison**, Keen As Mustard Marketing  
Communicating insights – an interactive workshop to help you create materials with impact

**Ray Poynter**, Vision Critical  
Demystifying stats – exploring the scope and limitations of what statistics can help you do

**Graeme Traynor**, Brunswick Research  
Behavioural economics: what it means for corporate reputation and communications

- 17.00 – 18.00 Registration  
18.30 Welcome drinks  
19.30 Dinner  
21.30 After-dinner entertainment

## Thursday 26 April

### 09.30 - 11.10 **Welcome and keynote address** **Chair: Pene Healey**

25 years of progress?  
**John Gambles**, chairman of Quadrangle

**New ways with data**  
Big Data – Opportunities and threats for market research  
**Phil Rance**, YouGov

Adding online listening and analytics to the research mix  
**Flemming Madsen**, Analytica & **Maxine Cook**, Microsoft

- 11.10 - 11.30 Coffee  
11.30-12.45

### **The changing business landscape** **Chair: Ben Hogg**

2011 – A revolution in B2B research?  
**Matthew Harrison**, B2B International

The rise of micro-multinationals  
**Terry Sweeney**, Cross-Tab Marketing Services

Can the UK survive as a nation of shopkeepers?  
**David Smith**, DVL Smith

**NOTE**  
**WORKSHOPS HAVE MOVED**  
**TO WEDNESDAY**

- 12.45-14.00 Lunch  
14.00-15.15 **The clients' perspective - in association with AURA**  
**Chair: Sinéad Jefferies**

**AURA**

Business decision-making: the role research really plays

- 15.15-15.45 Tea  
15.45-17.00 **Research in action**  
**Chair: Dr Nick Coates**

Crocs & Rubbers  
**Samantha Toon**, Brass & **Adam Young**, Arco

HSJ Debate: research by engagement among senior healthcare managers  
**Dr Tom Wormald**, ICM Research

Being commercial; making B2B research count  
**Ben Skelton**, Quadrangle

- 17.00 – 19.00 Tennis tournament  
19.30 Pre-dinner drinks  
20.30 Conference dinner  
22.00 Disco

## Friday 27 April

- 09.30-10.45 **Three views of behaviour - perspectives and debate on their application for B2B**  
**Chair: Rebecca Candy**

The ethnographic perspective  
**Neil McPhee**, Nuance Research Ltd

The behavioural economics perspective  
**Alex Johnston**, Jigsaw Research Ltd

The neuroscience perspective  
**Phil Barden**, Decode Marketing

- 10.45-11.30 Coffee  
11.30-12.45 **Simply better**  
**Chair: Phyllis Macfarlane**

Winning and keeping customers by delivering what matters most.  
**Professor Patrick Barwise**, emeritus professor of management and marketing, London Business School

- 12.45 Close of conference & lunch

# Booking form **BIG**conference 2012

25-27 April  
The Belfry

Delegate

(Name and Company as you wish it to appear on your name badge)

Please complete this form in **BLOCK CAPITALS** for ease of processing

Dr / Mr / Mrs / Ms / \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Your Food Requirements**  Vegetarian  Vegan  Nut Allergy  Other (please specify) \_\_\_\_\_

	Early Payment Fee Payment & booking form must be received on or before 24 February 2012			Standard Payment Fee Payment & booking from 25 February 2012		
	Fee	Total incl VAT	Tick	Fee	Total incl VAT	Tick
<b>BIG Member</b>						
<b>Full Delegate *</b>	£ 775.00	£ 930.00	<input type="checkbox"/>	£ 845.00	£ 1014.00	<input type="checkbox"/>
First timer discount - full delegate *	695.00	834.00	<input type="checkbox"/>	765.00	918.00	<input type="checkbox"/>
<b>24 hour Delegate</b> (one day + night) <i>Specify - Wed pm + Thursday/ Thursday + night/ Thursday pm + Friday</i>	450.00	540.00	<input type="checkbox"/>	495.00	594.00	<input type="checkbox"/>
<b>Day Delegate **</b> <i>Specify - Thursday / Friday</i>	345.00	402.00	<input type="checkbox"/>	380.00	456.00	<input type="checkbox"/>
<b>Non-Member</b>						
<b>Full Delegate*</b>	825.00	990.00	<input type="checkbox"/>	905.00	1086.00	<input type="checkbox"/>
First timer discount - full delegate *	745.00	894.00	<input type="checkbox"/>	815.00	978.00	<input type="checkbox"/>
<b>24 hour Delegate</b> (one day + night) <i>Specify - Wed pm + Thursday/ Thursday + pm/ Thursday pm + Friday</i>	465.00	558.00	<input type="checkbox"/>	510.00	612.00	<input type="checkbox"/>
<b>Day Delegate **</b> <i>Specify - Thursday / Friday</i>	360.00	432.00	<input type="checkbox"/>	395.00	474.00	<input type="checkbox"/>
<b>Social Ticket</b>						
Thursday dinner, B&B ***	280.00	336.00	<input type="checkbox"/>	310.00	372.00	<input type="checkbox"/>
<b>Golf Package</b>						
Wednesday dinner, B&B (excluding green fees)	255.00	306.00	<input type="checkbox"/>	280.00	336.00	<input type="checkbox"/>

\* Full Delegate includes all meals & accommodation throughout conference. \*\* Daily attendance includes lunch but not dinner. \*\*\* Conference Dinner includes half bottle of wine.

## ALL OTHER COMBINATIONS CONTACT THE CONFERENCE SECRETARIAT

If claiming BIG discount please supply BIG Membership No: \_\_\_\_\_ (paid up Jan - Dec 2012)

I agree to the terms and conditions, as stated overleaf

SIGNED: \_\_\_\_\_ / 2012

## Payment Details

All fees are to be paid in pounds sterling and are subject to VAT, at the standard rate of 20%, including international bookings.

Amount Payable \_\_\_\_\_ Total including VAT £ \_\_\_\_\_

Please indicate how you will be paying by ticking one of the following:

Cheque I enclose a cheque for: £ \_\_\_\_\_ made payable to BIG Conference

Bank Transfer BIG Conference, HSBC, 16 King Street, Covent Garden, London WC2E 8JF

Sort Code: 40-04-09 Account No: 22038722 BIC: MIDLGB2106D IBAN: GB27MIDL40040922038722

Please tick if you require an invoice Purchase Order No. \_\_\_\_\_

Send registration form and payment to the BIG Conference Secretariat:

9, Graham Court, Eastcote Lane, Northolt, Middlesex UB5 4HT | Tel & fax: +44 (0) 20 8864 1834 Email: info@bigconference.org  
VAT Registration No. 799 5715 52

# Terms & Conditions of Booking

- Payment of delegate fees must accompany bookings.
- Places cannot be guaranteed for unpaid bookings.
- Fees may be refunded, subject to a 35% cancellation fee to cover administration, if received in writing 4 weeks prior to conference.
- If cancelling within 4 weeks of conference then the full fee becomes payable, although a substitute delegate may be sent at no charge.
- In the unlikely event that this conference is forced to be cancelled or curtailed, refunds will only be provided where this occurs for reasons within the control of BIG Conference.

## Early Payment Discount

- If you book **and pay by Friday 24 February 2012** there is a 10% reduction in the full delegate fee.

## First Timer Discount

- If you have never attended the BIG Conference before you are entitled to a 10% discount if attending the whole conference. Full payment is required with the booking.
- Delegates who have paid their annual BIG subscription for 2012 are entitled to a membership discount.
- **You should note that members' fees are only available to delegates whose annual subscription has been renewed in 2012, i.e. up to 31 December 2012. If bookings are received assuming BIG membership but no fee has been paid to BIG Limited, the full delegate fee will apply.**
- BIG membership fees **cannot be accepted through the Conference account.** Payments must be made directly to BIG Ltd.
- Payment is by BACS or cheque. Credit cards are **not accepted**
- Enclose your cheque made payable to **BIG Conference**, drawn on a bank with London clearing, for the total payment.
- Alternatively payment may be made by BACS to HSBC, 16 King Street, Covent Garden, London WC2E 8JF. Sort Code 40-04-09 Account Number 22038722  
**BIC: MIDLGB2106D IBAN: GB27MIDL40040922038722**

## Marketing

Your contact details will be shared with BIG Ltd.

If you do **NOT** want your details passed on please tick this box

# Who should attend

The BIG conference provides a unique spotlight on B2B research and marketing issues, and is the place where leading practitioners come together to share their perspectives, learn from each others' experiences and showcase where they have truly pushed the boundaries of research.

This is a conference for everyone involved in marketing, research, knowledge management and strategic planning in a 'business-to-business' context. It's the ideal opportunity to learn, share experiences, discuss new innovations and industry developments all whilst having fun in a relaxed and enjoyable atmosphere.

The conference provides clients, agencies and their suppliers from across the industry with an intimate feel and opportunities to:

- Learn from leading research practitioners
- Meet with other like-minded people in a convivial and relaxed setting
- Exchange ideas, experiences, approaches and return refreshed to the 'day job'
- Demand is expected to be high this year due to the strong line-up in the conference programme. To avoid disappointment and get a free copy of Professor Barwise's book – Simply Better – we advise booking early. Copies go to the first 50 full delegates who register.

## About the BIG conference

BIG is the only event of its kind. We provide a platform for clients, agencies and researchers, both in the UK and internationally, to share their thoughts, debate, network and discuss B2B research.

## Conference Committee

**President: Phyllis Macfarlane**

**Chair: Pene Healey**

Dr Nick Baker  
Rebecca Candy  
Dr Nick Coates  
Ben Hogg  
Sinéad Jefferies  
Allison Joyce  
Alison Lawrence  
Bill Pilley